

Abstract

In one aspect, the system of the present invention enhances shopping search engines and games of chance by permitting the user to search for and locate the prize the user seeks to win or buy, and then playing a game of chance to win the specified item, or 5 going to the web site to buy. In another aspect, the system of the present invention adjusts the probability of a user's winning a game of chance in accordance with the revenue that the system has received from the user.